



**How to communicate/promote NTG and the survey to potential participants
via email or a letter?**

NTG Skills Alliance

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NEXT TOURISM GENERATION SKILLS ALLIANCE
WWW.NEXTTOURISMGENERATION.EU

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Please find below an example of the text that can be used to promote both the NTG project and the survey to potential participants. **The text can be adapted to each project's needs and topics.**

- 1. Introduction to the NTG project: the rationale and purpose of the project (please refer to the NTG website for more information and content).**

Example text: The Next Tourism Generation Alliance (NTG) is the first European partnership and alliance for improving a collaborative and productive relationship between education and industry. The NTG Alliance will provide employees, employers, entrepreneurs, teachers, trainers and students with a set of Core NTG modules in digital, green and social skills. The goal is to establish a Blueprint Strategy for Sectoral Skills Development in Tourism to respond to the fast-changing and increasing skills gaps in digital, green and social (or other) skills sets. We also aim to create transformative cooperation in five key (**or other**) tourism sub-sectors: hospitality, food and beverage operations, travel agencies and tour operators, visitor attractions and destination management.

- 2. Involvement of the NTG partner explained in relation to NTG and as linking pin between NTG and tourism businesses.**

Example text: Each partner within the NTG project serves as a generator of data collection. But at the same time, each partner is also responsible to connect to the tourism business in all its variety. It is about building up capacity and sustainable and functional professional networks in view of scaling up the tourism business in the European Union.

- 3. Rationale of the NTG skills survey: aim, scope, procedure**

Example text: The aim of the **NTG skills survey** is to detect if a gap exists between current levels of skills in the business field of tourism and future skills needs. Therefore, an online survey / a survey was created to distribute among the main tourism sectors. The scope is to run the data collection for weeks, starting in the week of

- *Why is this survey useful for tourism businesses?* This applied research will be used to map the importance of digital, social and green (or other) skills for tourism businesses in the EU

now and in the future. The NTG alliance holds a mirror towards the industry itself, to act strategically towards our future generations of tourism stakeholders, professionals, and students in view of serving our customers.

- *Explaining and introducing some main themes in the survey.* The survey starts with basic demographical knowledge about the businesses; the core of the survey is based on environmental management, social, and digital (or other) skills. Questions address: being sustainable as an organisation; social skills and engaging with customers and fellow professionals; the 'digital' capacity of employees in organisations. The survey questions are designed to know: 1. the current state of affairs in skills, 2. the future expectations towards these same skills, and 3. whether training is required.
- *Explaining the confidentiality and anonymity procedure in line with the EU General Data Protection Regulation.* The database of this survey will be kept confidential, in line with GDPR regulations. Your company identity will not be known to third parties and to the research analysis team, it will be kept anonymous. This survey was also submitted and approved by the ethics committee of
- *Follow-up of the survey: keeping the sector informed.* The practical insights provided by this research will be shared with your trade associations and will be used to derive (inter)-national and regional policies to enforce the tourism sector to be future-proof in the EU. The NTG Alliance will keep the sector informed through the established networks of the partners.